

# Enabling the Digital Aftermarket

# TecDoc Product Management Analytics (TecPMA)

Online analysis tool for successful product management

# Product Management Analytics (TecPMA)



- Online analysis tool for successful product management in the automotive aftermarket
- Shows product line gaps and first-to-market options
- Gap and competitive analysis for the European and Chinese markets
- Enables prioritisation of product management activities by using country-specific VIO numbers
- Complete product line comparison with competitors at the vehicle model level
- Preparation of management-reports in Excel
- Supports sales argumentation i.e. through country-specific VIO coverage numbers in comparison to the competition

## Key facts

**17** Different types of analysis

**Up to 100** Competitors per analysis

- depending on the analysis type
- per product group

### Our customers:

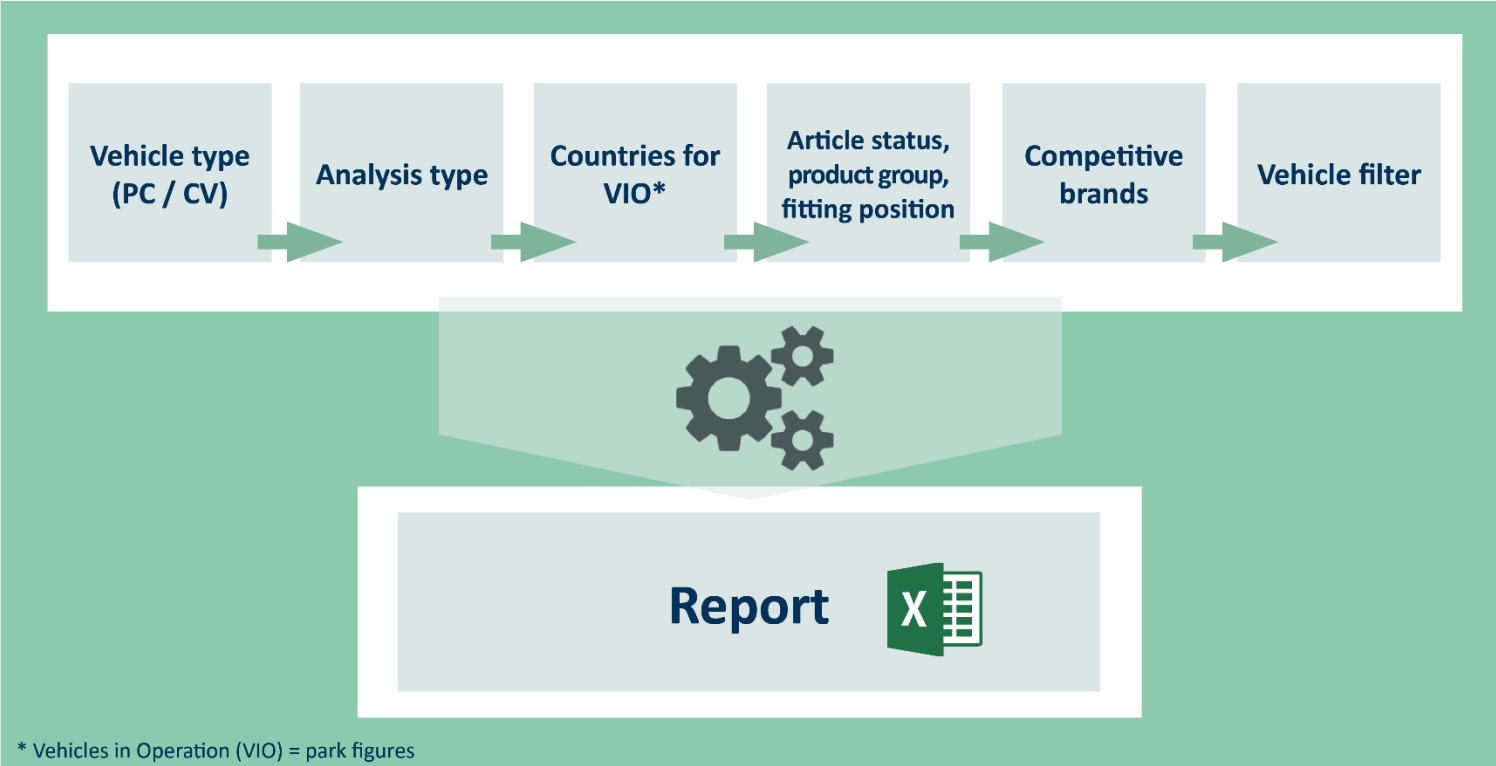
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|----------------------|------------------------|
| ▪ Brembo             | ▪ First Line           |
| ▪ Corteco            | ▪ Japanparts           |
| ▪ Denso              | ▪ Klarius Product      |
| ▪ Comline Auto Parts | ▪ Metelli              |
| ▪ Continental        | ▪ Remy                 |
| ▪ Elta Automotive    | ▪ Seguridad Industrial |
| ▪ Exedy Clutch       | ▪ Trico                |
| ▪ Exo Automotive     | ▪ UFI Filters          |

# The solution at a glance



- Access to online service
- 17 different analysis options for competitor data from the TecAlliance portfolio, with options at the product group level for passenger cars and commercial vehicles
- Optional filter options:
  - Vehicle manufacturer
  - Model series
  - Type
  - Body and fuel type
- Centrally updated VIO figures with selection options at the country level

# How the solution works



# Why TecDoc PMA?



## Product range expertise

Market overview

Sales argumentation

Competitive advantage

## Product management

- Shortened research time due to automated queries
- Simple user interface
- Rapid generation of customised Excel reports
- Competitor analysis based on TecDoc data
- Recognition of market opportunities by using VIO figures
- Higher vehicle coverage thanks to information advantage
- Comfortable use of updated data due to report default values
- Multi-user capacity
- Low administrative overhead thanks to comfortable online access

# Why TecAlliance?



With data, processes, integrated solutions and comprehensive consulting services, TecAlliance creates an infrastructure for the market participants in the digital aftermarket that makes you more successful for the long run.

**Thank you for your attention**